

# ANZAC

## RECREATION CENTRE

PARTNERSHIP

OPPORTUNITIES



In a community primed for massive growth the residents of Anzac are ready to welcome a new recreation centre and enjoy all the possibilities it will bring. Along with all these possibilities come new opportunities for the people of Anzac as well as those from the surrounding communities of Janvier, Gregoire Lake Estates, and Fort McMurray.

The new recreation centre has been designed with the facility user in mind, with a community-driven approach that will see a new arena, field house, fitness centre, and a variety of features created for specific age groups and interests. These amenities will combine to create a heart for the community of Anzac while also attracting user groups from around the region to participate in sports as diverse as hockey, ringette, soccer, and badminton. Added to the sports component of the facility are amenities destined to become the focal point for recreation, arts, culture, events, and programs.

New opportunities for the community presents new opportunities for partners, with a chance to connect with community members right from opening day and looking ahead to the future. On that horizon are events like the Canadian Ringette Championships in 2015, which will see the new arena at the Anzac Recreation Centre as a host venue for some of the games in this prestigious sporting event. Naming rights for the amenities inside the centre facilitates

the forging of new relationships and the strengthening of bonds for existing ones, while also supporting the community in this new adventure in growth and recreation.

The new Anzac Recreation Centre is certain to become the hub of the community it serves through a standard of excellence in recreation, sport and event experiences founded on the guiding principles of MacDonald Island Park in Fort McMurray. The newly founded ONE Team, formed on the backbone of Mi Team, will deliver that standard while staying true to their mandate to make a difference in our region each day. ONE Pass membership becomes the passport to every recreation centre in the region, including the new recreation centre in Anzac, and fosters the building of vital community connections.

This new centre creates the opportunity for you to make a difference in our region through your generous support and partnership, building a legacy together with ONE Team and the Regional Recreation Corporation as we bring a new standard of recreation excellence to the Wood Buffalo region.

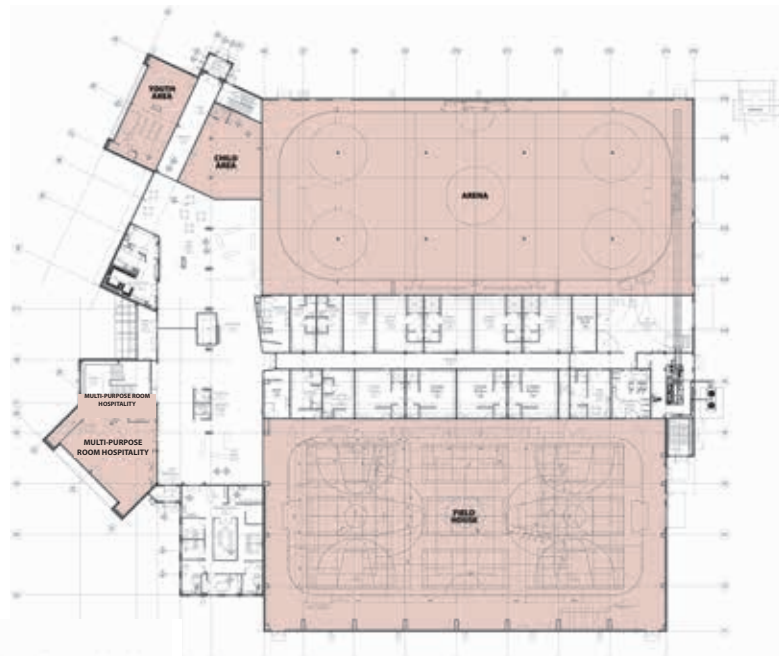


**Tim Reid**  
Chief Executive Officer  
Regional Recreation Corporation

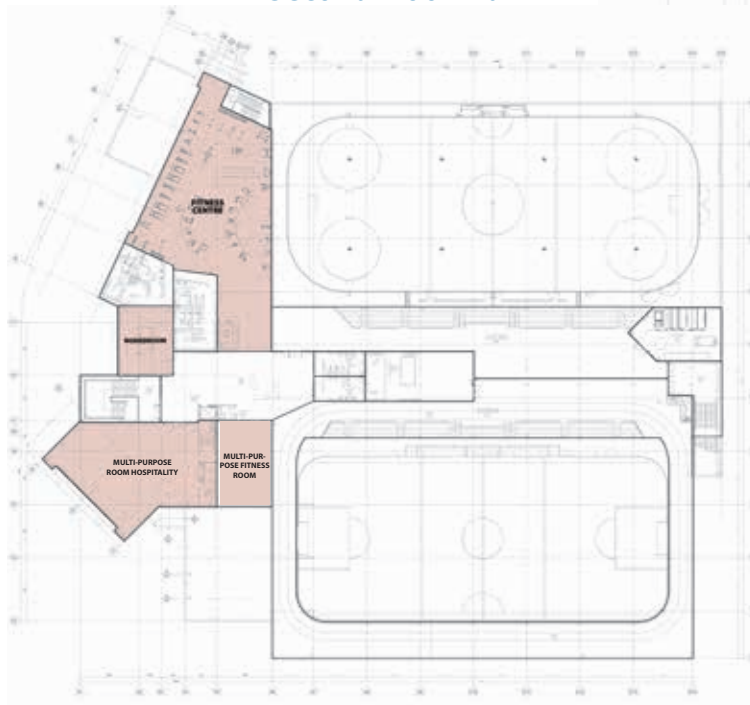
## The Facility

Anzac, located on the western shore of Willow Lake in the Regional Municipality of Wood Buffalo, is a hamlet of approximately 800 people with potential for rapid growth due to developments in the region. The facility design was based on the feasibility study conducted in July, 2010. The facility, which includes a fitness centre, field house, multi-purpose activity spaces, indoor child playground, and more, has been created to meet the needs of a community that is anticipated to see rapid growth over the next decade. The project is anticipated to serve the community of Anzac as it grows to a projected population of 8,000 residents by 2030.

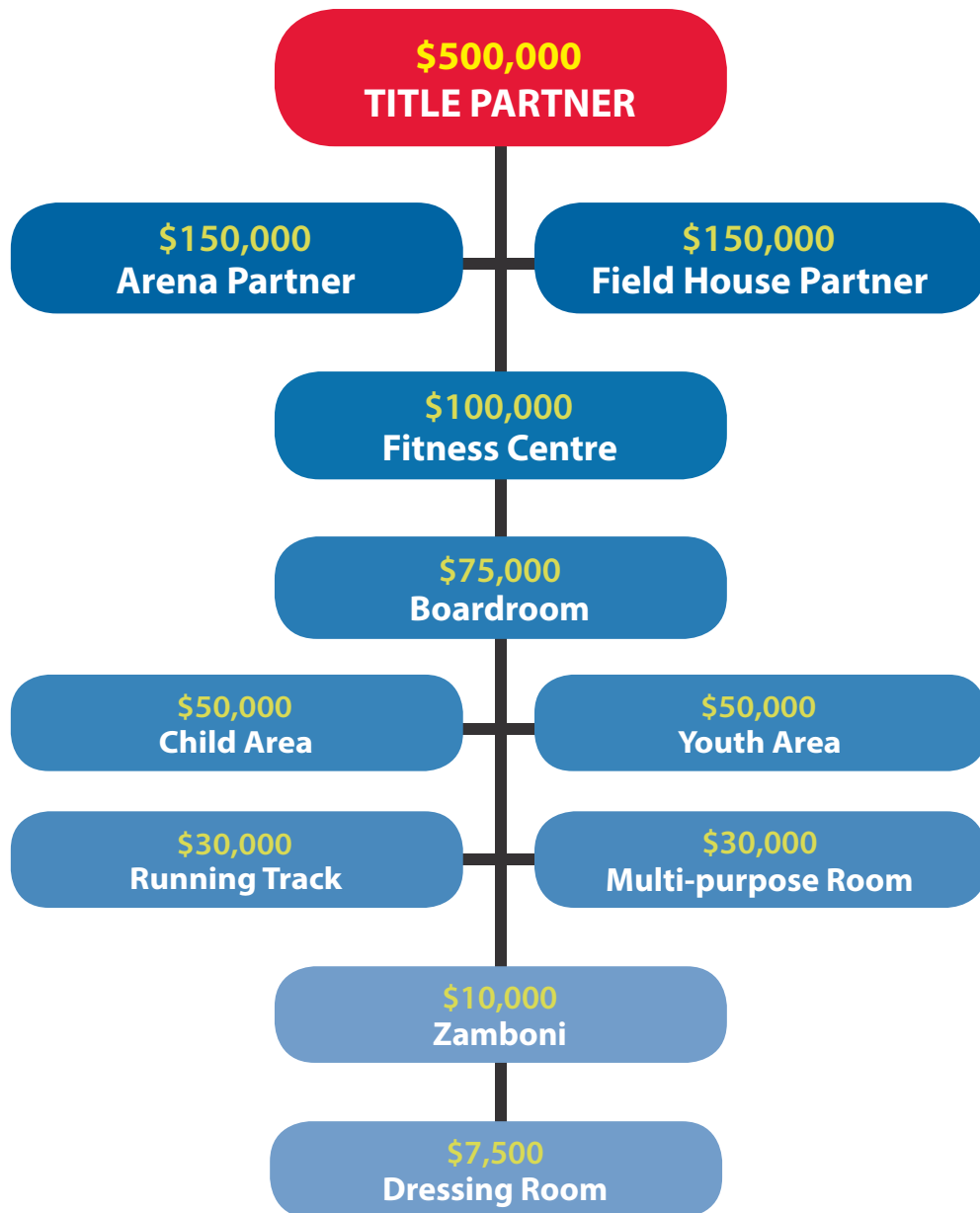
Main Floor Plan



Second Floor Plan



## Partnership Opportunities



All partnerships include the following benefits:

- Naming rights for a period of 5 years
- 5% of sponsorship funds donated to Mi Kids

## PARTNERSHIP OPPORTUNITIES

**\$500,000 /5 years**

### Title Partner

5

As Title Partner you have the opportunity to become synonymous with a centre that will become the focal point of the community, and a recreation hub that will attract users from around the region. Based on a model allowing users from across the region to access all facilities using “one pass membership”, the potential for exposure to a wide demographic is significant, with the Anzac facility drawing users from Fort McMurray, Janvier and Gregoire Lake Estates as well as the community in Anzac. In a facility that will be well utilized by strong user groups such as ringette and hockey, and the site for some of the events during the prestigious 2015 Western Canada Summer Games and 2015 Canadian Ringette Championships, the new Anzac Recreation Centre presents tremendous opportunity for the Title Partner to maximize their brand exposure and create an association with a community and region that are growing in both population and strength.

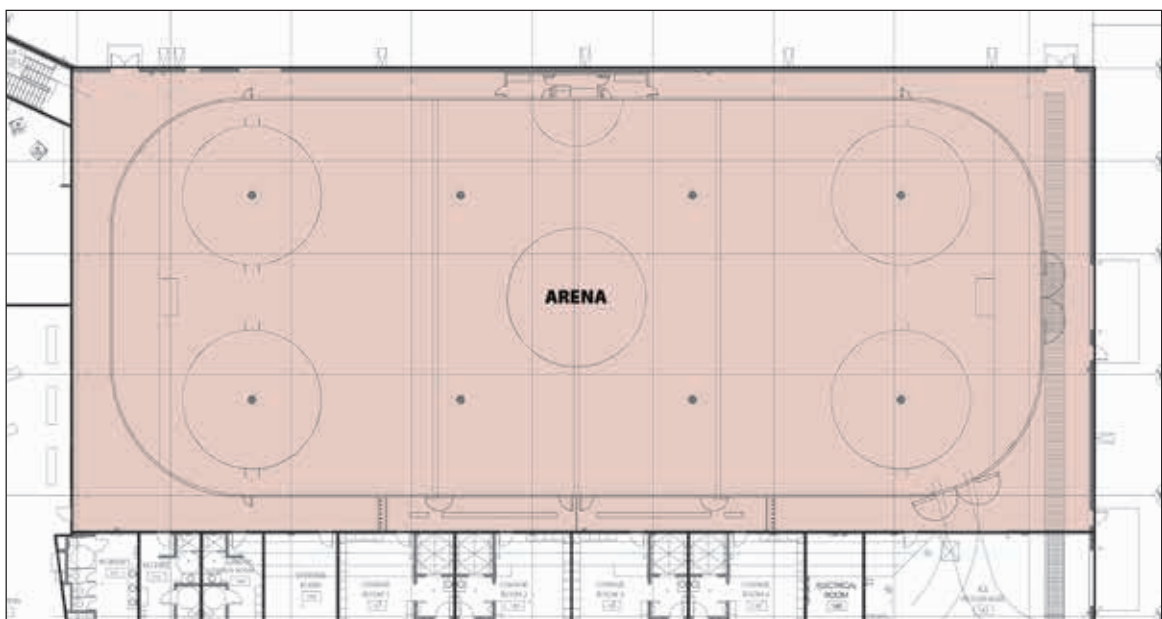


## PARTNERSHIP OPPORTUNITIES

**\$150,000 /5 years**

### Arena Partner

The new 22,118 square foot arena at the Anzac Recreation Centre is destined to become the hub of a community with a passionate interest in ice sports, including ringette, hockey, and leisure skating. This new ice surface presents new ice time opportunities for users from across the region, including the urban core in Fort McMurray, meaning exposure to an audience that goes beyond local users. Naming partnership with the arena creates the opportunity for a high-visibility impact with ice user groups from across the Wood Buffalo region.



## PARTNERSHIP OPPORTUNITIES

**\$150,000 / 5 years**

### Field House Partner

A field house spanning 22,310 square feet will become the new home of local indoor sports, such as soccer, volleyball, and badminton. This space represents significant opportunities to connect with facility users, and the chance to position your brand in a highly-utilized amenity that will connect with user groups from a variety of organizations. Your partnership guarantees name and brand recognition in an amenity that will see high traffic and usage.

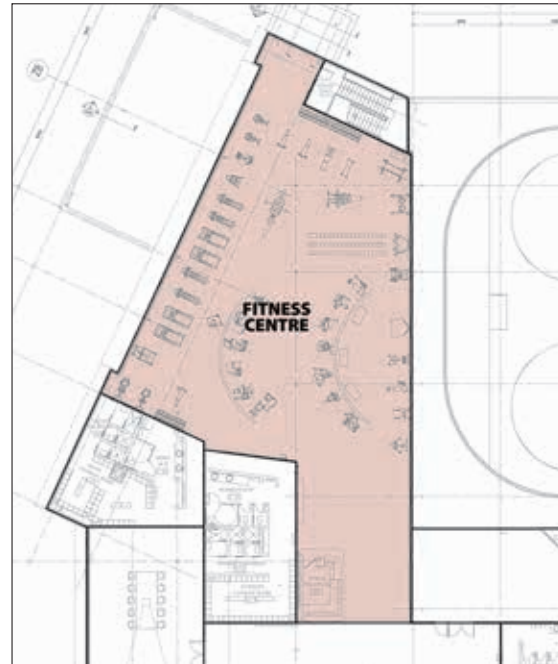


## PARTNERSHIP OPPORTUNITIES

**\$100,000 / 5 years**

### Fitness Centre

This state-of-the-art amenity will feature the latest in equipment for the fitness enthusiast, and the high traffic flow makes it the perfect place for your brand to show your community spirit. The possibilities to make an impact on the users of the 5,554 square foot fitness centre are endless, with naming partnership allowing you to connect your brand with the concepts of health, wellness, and recreation.



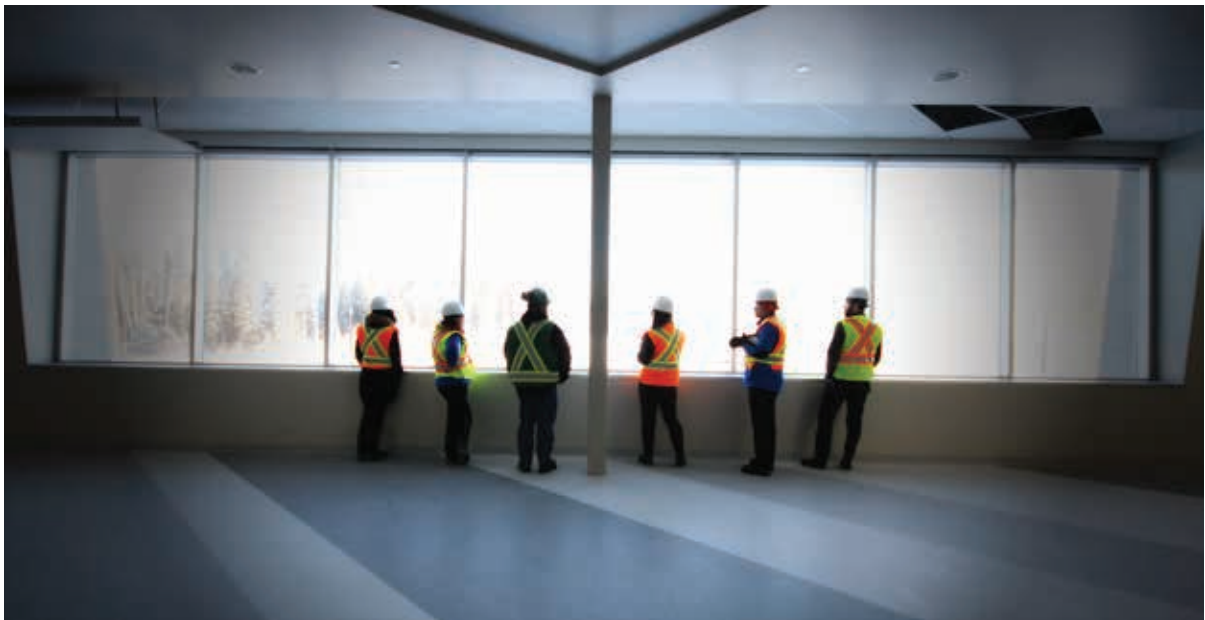
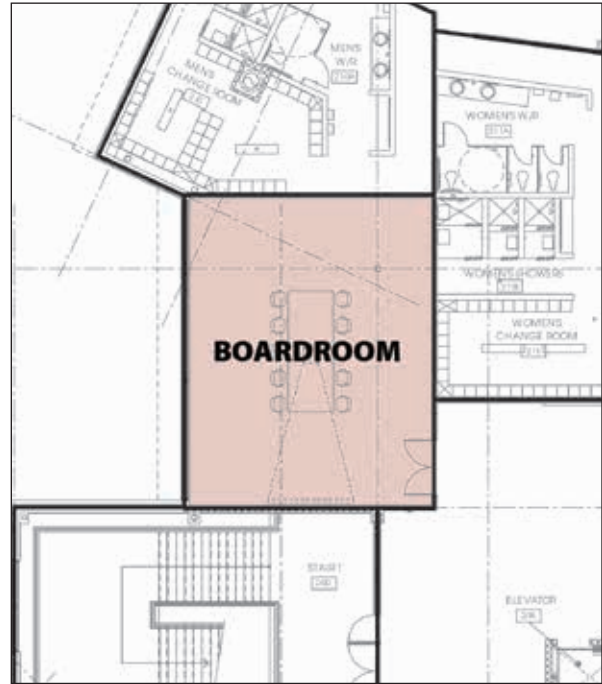


## PARTNERSHIP OPPORTUNITIES

**\$75,000 / 5 years**

### Boardroom

A demand for meeting and boardroom space has resulted in the creation of a boardroom designed to host meetings, training sessions, or small conferences. Naming partnership of this space creates the opportunity to build your name and brand recognition with a variety of community and industry partners who will use this space to network and connect while at the same time strengthening community bonds.



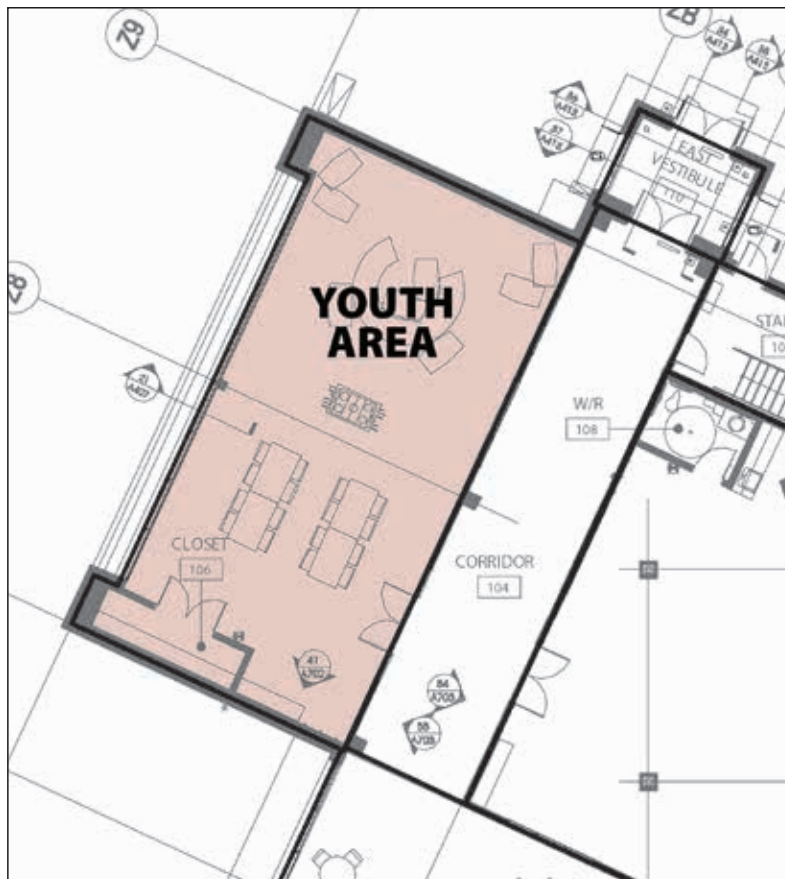
## PARTNERSHIP OPPORTUNITIES

**\$50,000 / 5 years**

### Youth Area

10

A space designed specifically for the preteen and teen demographic, this space has the potential to connect your brand with a segment of the population that is growing in every respect. This age demographic, often under-served in our region, will access a space that has been created with their interests in mind, and programming developed to engage them in their community while also providing a safe environment. Naming partnership in this amenity allows you to build your brand not only with this age group but with parents, guardians and community members who will welcome this addition to their community recreation centre.



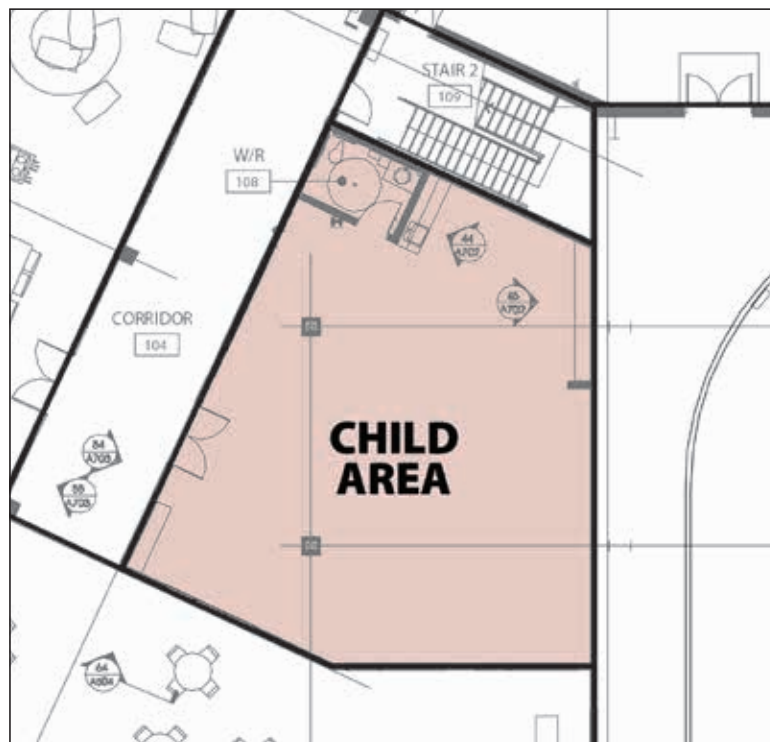
## PARTNERSHIP OPPORTUNITIES

**\$50,000 / 5 years**

### Child Area

11

The growth in Anzac is reflected in the growing numbers of children, leading to more demands for space and programming devoted to this age group. The new child area is designed specifically with these community residents in mind, allowing their parents to enjoy the other amenities while the children enjoy activities and programming created just for them. Naming partnership in the child area provides the opportunity to connect directly with parents who are certain to welcome this new addition to the community. This hub of excitement and bustling with activity is destined to become one of the most popular venues at the new recreation centre in Anzac.



## PARTNERSHIP OPPORTUNITIES

**\$30,000 / 5 years**

### Multi-Purpose Hospitality Room

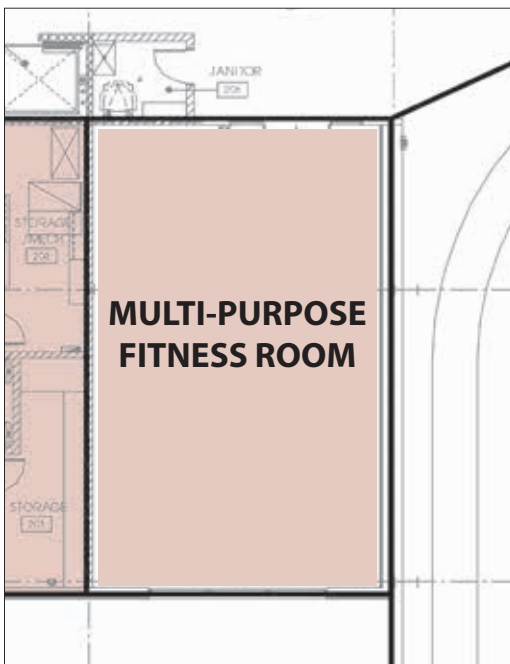
12

Whether it's a corporate board meeting, a gathering of local leaders or a seminar, this room has been designed to host meetings and events in a quiet setting accompanied by views of the beautiful natural scenery surrounding the Anzac Recreation Centre. Naming partnership of this room allows for instant name recognition with all those who will utilize this room as the Anzac Recreation Centre becomes the favourite place to host meetings and events in the Anzac community.

**\$30,000 / 5 years**

### Multi-Purpose Fitness Room

In a facility dedicated to improving the quality of life for the residents of Anzac and the surrounding area, this room has been designed to host fitness classes, health and wellness seminars, and clinics to enrich the lives of those who utilize it. Naming partnership of this room creates an instant connection with health, wellness, quality of life and fitness, and provides name recognition with the facility users who will use this room on a regular basis to achieve their own health, wellness and fitness goals. recognition and loyalty in an amenity that will be used by a diverse group of community members.



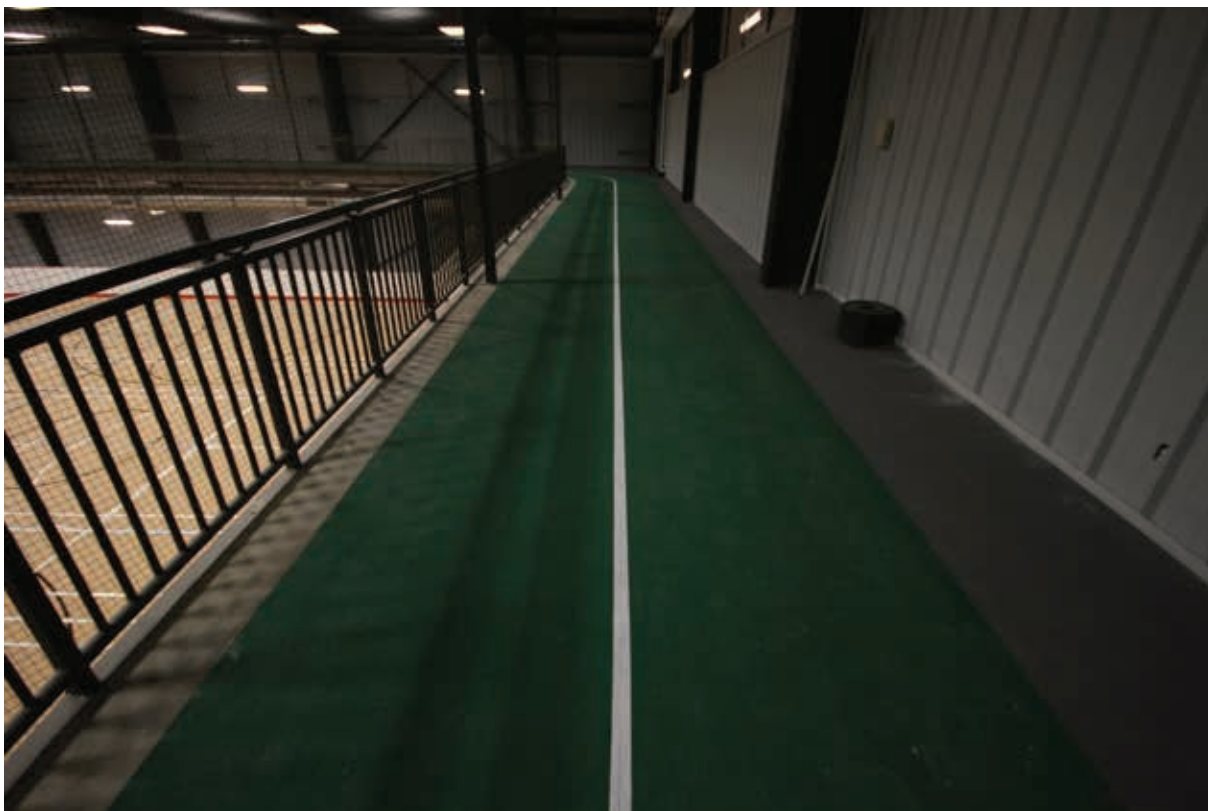
## PARTNERSHIP OPPORTUNITIES

**\$30,000 / 5 years**

### Running Track

13

In a community where seasonal weather variances can preclude outdoor running, jogging or walking, the indoor running track at the Anzac Recreation Centre will become the focal point for residents who embrace an active lifestyle through these activities. Naming partnership of the running track allows your business to connect with the community residents who will use the track on a daily basis as they run, jog, and walk towards their physical fitness goals.



## PARTNERSHIP OPPORTUNITIES

**\$10,000 / 5 years**

### Zamboni

Synonymous with winter sports and ice arenas across the nation, the Zamboni is the perfect moving billboard for your business! Your logo on the Zamboni connects you with user groups and spectators from a variety of sports and user groups. This innovative and novel method to spread the word about your business is sure to catch attention every single time the Zamboni zooms around the ice!

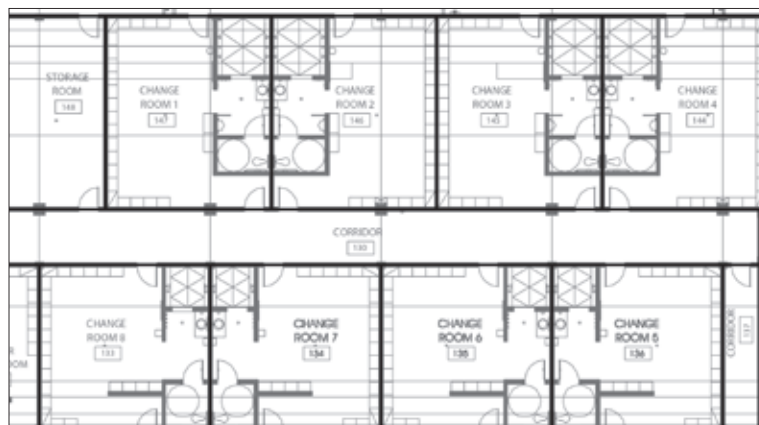


14

**\$7,500 / 5 years**

### Dressing Room

Looking to connect directly with athletes and community members from novice to senior levels of hockey, ringette, skating, and more? The Dressing rooms present the opportunity for a direct message from your business, connecting you with hundreds of athletes from all levels of sport and dozens of user groups from across the region that will use the dressing rooms on a daily basis. For maximum impact consider partnering with one of the dressing rooms!



### Arena Advertising

This new ice surface presents new opportunities for year-round exposure to multiple user groups and spectators.

#### Opportunities (price per year)

- Rink Board ..... \$800
- Players Bench .....\$800
- Wall Board ..... \$500
- On Ice Company Logo ..... \$800

### Running Track Advertising

With the variance in weather, the indoor running track will be used daily and attract a variety of users including outdoor runners, joggers and walkers alike.

- Wall Board ..... \$800 (price per year)

### Field House Advertising

The Field House provides an exceptional opportunity to connect with the facility users, and a chance to position your ad in a highly-utilized amenity.

#### Opportunities (price per year)

- Board Signs..... \$500
- Corner Board ..... \$1000 (3 year term)
- Sports Equipment .....\$250 per year per apparatus (i.e. basketball net, badminton net, etc.)

### Recycle Container Advertising

With a combination of garbage and recycle bins located throughout the facility, ensure great exposure anywhere in the building.

**\$100 per month / \$1,000 per year**

### Stall Advertising

Capture the attention of male and female audiences with stall advertising strategically located throughout the Anzac Recreation Center.

**\$85 per month / \$850 per year**

### LCD Advertising

Captivate the audience of Wood Buffalo community with a digital 10-second display advertisement on our internal high definition LCD display system.

**\$300 per month / \$2500 per year**

For all advertising inquiries please contact:

**Koalby Ashkanase**  
Advertising Sales Coordinator  
Tel: (780) 793-6981  
koalby.ashkanase@onerec.ca

# ANZAC

RECREATION CENTRE

PARTNERSHIP

OPPORTUNITIES

**ONE**  
REGION • SERVICE • TEAM

REGIONAL RECREATION CORPORATION

1 CA Knight Way  
Fort McMurray, AB T9H 5C5

Tracey Lewis  
Stakeholder Relations Advisor  
Tel: (780) 793-6977  
tracey.lewis@onerec.ca  
onerec.ca

**onerec.ca**